

# Message from the President



**The core of Casio's CSR is ensuring that all of our employees embrace our founding spirit and work every day to build a more sustainable global society.**

## Committed to Building a Sustainable Global Society

Casio Computer Co., Ltd., was founded in 1957 by my two older brothers, Tadao and Toshio, me, and my younger brother, Yukio.

Tadao, the eldest, passed away in 1993, followed by Toshio in May 2012.

Toshio, one of the all-time great inventors, laid the foundation for our corporate creed of "Creativity and Contribution" with his various breakthrough inventions.

With Toshio in charge of development and me handling sales, we sometimes clashed at meetings, but I always had a strong bond with this dependable brother of mine.

Although half of the original four Kashio brothers are now gone, our founding spirit remains the unwavering force behind Casio.

This spirit is all about identifying unmet universal needs and developing entirely new products by going from "0" to "1" to contribute to society.

In recent years, sustainability has become a global issue.

To name just a few challenges, we face the destruction of nature and serious water and food shortages caused by extremely rapid population growth.

Economic activities that enrich people's lives have also created huge distortions in the global environment and our societies.

These include the depletion of natural resources, global warming, loss of biodiversity, and extreme disparity between rich and poor. If we continue our economic activities in pursuit of only the benefit at hand, we could end up depriving succeeding generations of a sustainable future. We must squarely face this critical situation and fulfill our responsibilities by taking the necessary steps to endow upcoming generations with a sustainable global society.

Building on our heritage of going from "0" to "1," Casio will continue to fulfill this mission.



## CSR Issues for Casio

As a global enterprise whose products are sold in over 140 countries, the Casio group heeds common global principles. We declared our support for the UN Global Compact, and our CSR management is based on it. Using the ISO 26000 international CSR guidelines issued in November 2010, we have taken an inventory of the CSR issues facing all our group companies in and outside Japan. Based on this, we selected "respect for human rights" as our priority theme for fiscal 2014, and all Casio group companies are working to increase employee sensitivity to this issue. In order to promote diversity and encourage the hiring and promotion of women, seniors, persons with disabilities, and non-Japanese, we are moving forward with human resource system reform and other initiatives.

I am confident that this will invigorate Casio and drive further growth by fostering personal growth and success for individual employees.

As a good corporate citizen, Casio believes it is vital that our business activities themselves help to solve social issues, and we are striving to provide support in unique ways that only Casio can. With products useful in the classroom, such as calculators, electronic dictionaries, electronic musical instruments, and digital cameras, our social contribution priority is in the field of education.

In Japan, Casio continues to support education for orphans and other children affected by the Great East Japan Earthquake. We also give talks at schools under our unique "Class on Life" initiative.

Outside Japan, Casio is contributing to the quality of education by helping to solve classroom issues through the provision of products that

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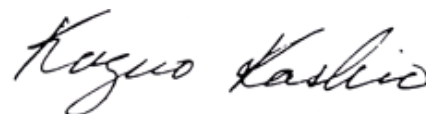
meet the educational needs of each country.

We are also about to launch initiatives to support emerging-market countries faced with the challenge of providing universal primary education.

Casio will continue to support education for the next generation as a central theme of its social contribution activities.

Based on the Casio Environmental Vision 2050, a long-term environmental policy to be achieved by that year, and the Casio Environmental Declaration 2020, a medium-term action guideline, Casio will further strengthen its environmental management, aiming to become an environmentally advanced company.

This report presents the major CSR initiatives of the Casio group in fiscal 2013. We will continue to work hard to fulfill our social responsibilities while staying in dialogue with all types of stakeholders. I look forward to hearing your frank opinions of our efforts.



**Kazuo Kashio**  
President and CEO